

TRI-COUNTY LODGING ASSOCIATION

Wednesday, February 8, 2023

The Tri-County Lodging Association is scheduled to meet at 10:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members:

Lance Utley – Present

Pamela Quinn – Present

Russell Burdette – Present

A quorum was present for a meeting.

Also present were Lagina Fitzpatrick, Miller County Presiding Commissioner Kevin Cardwell, Merlyn Vandervort, Toby Miller, Jen West, and Tracy McKinney.

CALL TO ORDER

Lance Utley called the meeting to order at 10:00 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Pamela Quinn made a motion to approve the February 8, 2023, TCLA Board meeting agenda. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None at this time.

APPROVAL OF MEETING MINUTES

Pamela Quinn made a motion to approve the October 12, 2022, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

FINANCIAL REPORT & TAX COLLECTION REPORT

Lagina Fitzpatrick stated the lodging tax collection report through December had been sent over from CPA Toby Miller this morning and was handed out at the beginning of the meeting. All three counties are showing up 9.94% combined. Lagina reported the financials through December were emailed to the TCLA Board and included in the packet. Lagina stated that reporting for Co-op reimbursement has changed this year and has required additional information from Madden Media, the report has been submitted on different occasions, however information had been missing, the report for 1st quarter reimbursement was submitted and has been accepted.

BUSINESS DISTRICT REPORTS

Camden County Business District – Lance Utley reported the Camden County Advisory Board next meeting will be Thursday, February 23, 2023, at 9:00 a.m. The Advisory Board met on February 2, 2023, for a FY24 Marketing Plan and Budget meeting, with expectations for approve at the February 23 meeting. The Camden County Clerk will be handling the Advisory Board elections, absentee voting will begin February 22, 2023, and in-person voting will take place on April 4, 2023, no

information regarding who was nominated for the open positions have been sent over from the clerk's office. The Advisory Board approved to fund the Lake West Chamber Pub Crawl, the Lake Area Chamber Pub Crawl, and the National Crappie League April Event. The Camden County Business District Annual meeting is scheduled for March 23, 2023.

Morgan County Business District – Pamela Quinn stated that she was able to attend the January Morgan County Advisory Board meeting and the next meeting is scheduled for Wednesday, February 15, 2023, at 1:00 p.m., at that time the FY24 Marketing Plan and Budget will be discussed. The Morgan County Business District Annual meeting is scheduled for Wednesday, March 15, 2023, at 1:00 p.m. The Advisory Board approved to fund the Lake West Chamber Pub Crawl, National Crappie League September Event, and the Stover Rock Island Festival.

Miller County Business District – Russell Burdette reported the Miller County Advisory Board next meeting is scheduled for Tuesday, February 21, 2023. The FY24 Marketing Plan and Budget were discussed at the FY24 Marketing Plan and Budget meeting held on January 10, 2023, the information was reviewed at the January 17, 2023, meeting. The decision was made to send out the proposed FY24 Miller County Marketing Plan and Budget to all Miller County property owners to review and they were invited to attend the February 23 meeting with any questions or suggestions. The FY24 Marketing Plan and Budget will be on the agenda for approval. Russell stated that he had reached out to the Miller County Clerk, Clinton Jenkins, regarding the Advisory Board election, due to the late ruling by the judge that is overseeing the pending lawsuit, the county clerk will not be able to handle the election. The information would have needed to have been filed in December 2022 for the county clerk to handle the election. Both Miller and Morgan County did not receive the information regarding the filing date in time to have the elections this year. Russell also stated that in the proposed FY24 Budget, annual special events were added to the budget for specific amounts, with an event reserve for any additional funding requests.

MUNICIPALITIES AND CHAMBER OF COMMERCE UPDATES

Mike Koenigsman with Lake West Chamber was not able to attend, however had given information to Lagina Fitzpatrick to share. The Camdenton Chamber, Lake Area Chamber, and the Lake West Chamber has a Joint Eggs and Issues scheduled for Friday, February 10, 2023, and the Joint Chambers will be attending the St. Charles LOMDA Boat Show February 24 - 26. The next Lake West social is scheduled for Tuesday, February 21 at Sunrise Cantina; the St. Patty's Day water parade and pub crawl is scheduled for March 11; and the Lake West Chamber Business Expo is scheduled for March 25 at Lake Christian Academy.

EXECUTIVE DIRECTOR REPORT

The Executive Director's report is in the packet, the report covers October 2022 to January 2023. Lagina Fitzpatrick shared Capital Days on Tourism is February 21 and 22, 2023. Lagina shared selected items from the Executive Director report: speaker at the monthly LOREDC meeting in October, discussing the work that TCLA does; met with the new Executive Director and Assistant Executive Director of the Lake of the Ozarks Shootout; attended the Madden Media MUSE Conference in December; was approached to serve on the Can-Am Federation Board, interviewed and was appointed; Missouri Tourism Commission held their meeting at the Lake in December; attended the Legislative Reception in January; working with the City of Osage Beach on new events that will be held at the city park; attended LOREDC Annual meeting January 26; working with Ballpark National lodging for the 2023 season; with several other items listed. Russell Burdette inquired if the City of Lake Ozark overturned the ruling that has been in place to ban short-term

rentals on houses within the city limits, the ruling was overturned at the January 10, 2023, meeting, which will allow short-term rentals on houses in the City of Lake Ozark limits, there are no restrictions or fees involved at this time.

CVB UPDATE

With Executive Director, Heather Brown not in attendance, Lagina Fitzpatrick reported the 2023 Vacation Guides were delivered at the beginning of January to the warehouse, distribution to AAA Centers and locally is currently being done; 2023 Restaurant Guide sales cycle is getting ready to start; CVB staff members have attended two travel shows so far this year, Chicago and the LOMDA Overland Park show ; the Lake of the Ozarks Golf Council have picked up Vacation Guides to hand out at golf shows; and the CVB Annual Dinner is scheduled for Wednesday, March 15.

GROUP SALES

The Group Sales report is in the packet and covers October 7, 2022, to January 27, 2023. Jen West gave a brief review, the definite groups total \$89,088, with 36 RFPs sent out in the timeframe noted with a possible \$407,814 in revenue. Jen also noted the events that Lagina Fitzpatrick and herself had attended in addition to the events that will be attending in the coming months.

COMMITTEE REPORTS

- A. Fishing Committee – Bill Morgan, Chair – At this time there is nothing to report.
- B. Budget Committee – Pamela Quinn, Chair – At this time there is nothing to report.
- C. Employee Performance Review – TCLA Board – At this time there is nothing to report.
- D. Marketing/Website Committee Report – Lance Utley, Chair – Lagina Fitzpatrick stated the next TCLA/Joint Marketing meeting will be held Tuesday, March 7, 2023, at 10:00 a.m., at that time all three Business Districts should have the FY24 Marketing Plans and Budgets approved. Lagina suggested that after the budgets for the Business Districts are approved, a TCLA budget meeting should be scheduled. Other marketing updates included; a creative meeting was held recently, discussed were updating images for the spring season coming up, changing out videos on Tik Tok, and when Evan Lampe with the CVB goes out to take photos, he will also update video content also. Responsive ads with McDaniels Marketing performed well and will start running again in March.

OLD BUSINESS

- A. Other Old Business – None at this time

NEW BUSINESS

- A. Annual Meeting/Board Election Date and Process – Thursday, March 16 at 10:00 a.m. – The date for the Annual Meeting and the Miller County Board Seat is up for election this year, nomination forms have gone out with a deadline of February 8 for nomination, at this time no nominations have been made.
- B. TCLA Board Meeting with Business District Advisory Boards – April 12 at 9:00 a.m. – The next meeting will be a joint meeting between the TCLA board and the Business District Advisory Board members. The larger event funding requests will attend to present one time to all the Business District boards to vote on at their next respective meetings.
- C. CVB Board Appointment – Medium Category – Due to the CVB Board Medium Category representative stepping down, a new appointment needed to be made. Pamela Quinn made a motion for Merlyn Vandervort with The Resort at Lake of the Ozarks to service as TCLA Medium Category representative on the CVB Board. Russell Burdette seconded the motion.

The motion passed unanimously.

D. FY24 TCLA/Business Districts Agreement – Lagina Fitzpatrick presented the updated FY24 agreement between TCLA and the Business Districts, changes were made based on suggestions from attorney Marc Ellinger who reviewed on behalf of the Camden County Business District. Pamela Quinn noted that the amount that will be listed on the agreement is only for the TCLA services on an approximated monthly basis. Russell Burdette made a motion to approve the FY24 TCLA/Business District Agreement as presented. Pamela Quinn seconded the motion. The motion passed unanimously.

E. Other New Business – None at this time

FUTURE MEETINGS

TCLA Annual Meeting scheduled for Thursday, March 16, 2023, at 10:00 a.m.

TCLA Advisory Board Meeting scheduled for Wednesday, April 12, 2023, at 9:00 a.m.

TCLA Advisory Board Meeting scheduled for Wednesday, August 9, 2023, at 10:00 a.m.

TCLA Advisory Board Meeting scheduled for Wednesday, November 8, 2023, at 10:00 a.m.

ADJOURN

There being no further business to come before the Board, Russell Burdette made a motion to adjourn the TCLA board meeting. Pamela Quinn seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 11:10 a.m.